

Press release – October 27 , 2021

## **The entrepreneur who challenged the sugar industry - challenges the entire health industry**

**Swedish-Chinese Lucy Dahlgren previously founded Bayn Group (now Humble Group AB) which she ran for a decade. Now she is ready for new challenges by expanding the THiS-Less-is-more Group in Europe and Asia. With a complete digital solution for the health industry, THiS Group AB challenges the entire traditional the health industry with a global cloud platform for health and lifestyle. The THiS Less-is-More Group AB company group creates new international market channels for small and medium-sized companies in health and lifestyle. THiS Group's goal is to help consumers find healthy quality products more easily.**

- I want to develop the health concept further, after Bayn Group, which focused on sugar reduction. Lifestyle diseases such as obesity, cardiovascular diseases are major social problem in the world, which must be solved. The THiS Group AB business group will work with small and medium-sized companies that focus on the consumer's needs for health and lifestyle with a sustainable solution. We want to help entrepreneurs in health and lifestyle to develop and grow internationally, says Lucy Dahlgren.

Together with THiS Group AB, Lucy Dahlgren develops the entire health chain of products and lifestyles, digitally, in Europe and Asia. With high competence within the company, a large network and good market prospects, THiS Group is ready to create a strong business alliance of small and medium-sized companies in the health and lifestyle industry.

THiS (The Health Innovation System) has a global cloud platform for communication and e-commerce space. The group of companies has formed a complete solution for the health industry and developed international market channels, common e-commerce sites and business systems. THiS Group already has a number of partners in Europe and Asia, which will be an important piece of the puzzle for international expansion. A number of innovative companies in Sweden and Asia have also shown great interest in being part of THiS Group AB.

- Innovative smaller companies in the health industry often neglect great business opportunities in Sweden and internationally due to the lack of financial sustainability. It is the rule rather than the exception that larger multinational players take over the market. Through a common platform for sustainable health and lifestyle, companies can continue to focus on their own businesses, their innovative ideas, and their intellectual capital - at the same time as they become partners in a new and global business, Lucy Dahlgren concludes.

The requirements for transparency and sustainability are increasing and require climate-smart solutions throughout the production and supply chain. Manufacturers and suppliers need to get secure information about the origin and content of their products to inform retailers and consumers. Small and medium-sized enterprises often lack the financial capacity and ability to benefit from their knowledge in international emerging markets.

For more information / ordering photos, interview, please contact: Björn Fjellsäter, chairman of THiS Community Cooperative and board member of THiS GROUP AB [bjorn.fjellsater@gmail.com](mailto:bjorn.fjellsater@gmail.com) or Inger Söderholm, PR and communication, [inger@ismk.se](mailto:inger@ismk.se), tel, 0709-969599. Read more at <https://thiscoop.org>; <https://thisliv.se>

## BACKGROUND LUCY DAHLGREN

Lucy Dahlgren, social entrepreneur, company founder of Bayn (now Humble Group) and THISGROUP AB, CEO and project manager.

In 2009, she was appointed ambassador for women's entrepreneurship by Maud Olofsson.

In 2018, she and the company Bayn were awarded the EU Commission's Seal of Excellence for the development of a global cloud platform with innovative business models for sugar reduction.

## BRIEF ABOUT THIS GROUP AB

In the spring of 2018, the starting shot was fired for THiS (The health innovation system). Together with co-founders Björn Fjellsäter, chairman of THiS Community Cooperative and board member of THiS Group AB and Arvid Karsvall, THiS Community AB, Lucy Dahlgren explored market opportunities in Europe and Asia to develop an integrated business model. The company group THiS Group AB was founded for companies in health and lifestyle. THiS goal is to help reduce the incidence of lifestyle diseases.

THiS Group's goal is to help companies increase their sales and help consumers find healthier products more easily. Investors will receive a return on their invested capital in THiS Group.

The innovative ideas and intellectual capital of small and medium-sized healthcare companies are protected and capitalized through the THiS group of companies. At the same time, their opportunities for expansion in Sweden and internationally are increasing.

Lucy Dahlgren is an entrepreneur and knows how hard it is to realize ideas without sufficient capital and without losing their own independence, commitment and influence on how the business develops in the future. THiS Group now has a common focus on health innovation.

THiS Group has created a new holistic distribution and marketing system that coordinates the companies' own intranet, e-commerce and communication via two web portals, THiSCOOP and THiSLIV. Since its establishment in 2018, THiS Group has been granted funding by the innovation authority and signed agreements with world-leading food and IT companies to distribute and communicate health products for customers and partners in a new way.

By acquiring companies that create strong synergy effects in health and lifestyle, THiS establishes a profitable group that creates long-term shareholder value. Lucy Dahlgren has done this before and knows what it takes for investors to get a return on their capital. THiS Group AB is proud to promote a growing culture in health, innovation and financial return.

THiS Less-is-more Group AB is building a company group with a focus on health and a healthy lifestyle. These companies share the need for centralized digitization, distribution and commercialization of products and services, and through sustainable business will contribute to reducing the incidence of obesity, type 2 diabetes, cardiovascular disease and other non-communicable diseases (NCD). .

*For more information please contact:*

Inger Söderholm 070-996 95 99 [inger@ismk.se](mailto:inger@ismk.se)

Björn Fjellsäter, Chairman of THiS Community Cooperative, [bjorn.fjellsater@gmail.com](mailto:bjorn.fjellsater@gmail.com)

<https://thiscoop.org>

<https://thisliv.se>

[mynewsdesk.com/se/thisgroup](https://mynewsdesk.com/se/thisgroup)